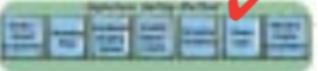


Signature Selling Method Steps

	Sales Aids	Buying Steps	Sell Cycles	Verifiable Outcomes
 1 Understand Customer Business and IT Environment	<ul style="list-style-type: none"> Business Initiatives Strategic Alignment Model (SAM) Tactical Impact Model (TIM) Technology Preferences 	Evaluating the Business Environment		<p>Customer and Team IBM agreement to value of relationship. <i>which can be verified by:</i></p> <ul style="list-style-type: none"> Customer review of account plan Set/Met discussion with customer Customer initiatives mapped to IBM priorities Key customer and IBM players engaged in communications Thought-leadership focus areas mutually identified
 2 Develop Plans Linked to Customer Business Initiatives	<ul style="list-style-type: none"> Business Development Prompter Competitive Strategies Key Players List Opportunity Assessment Opportunity Plan Pain Chain Reference Story Value Statement 	Developing Business Strategy and Initiatives	<i>Identified</i>	<p>Customer-demonstrated interest in working with Team IBM. <i>which can be verified by:</i></p> <ul style="list-style-type: none"> Customer-validated account/opportunity plan Successful thought-leadership dialogue Customer-acknowledged compelling reason to act Potential customer sponsor identified and engaged
 3 Establish Buying Vision with the Customer	<ul style="list-style-type: none"> 9-Block Model Conditions of Satisfaction Guide Dialogue Prompter Organization Map Pain Sheet Sponsor Communication 	Recognizing Needs	<i>Validated</i>	<p>Customer-stated business need, buying vision and agreement to support IBM access to Power Sponsor. <i>which can be verified by:</i></p> <ul style="list-style-type: none"> Business initiatives and requirements confirmed Customer buying vision developed and/or influenced Initial Conditions of Satisfaction agreed with customer Sponsor Communication to customer acknowledged and agreed

Signature Selling Method Steps

	Sales Aids	Buying Steps	Sell Cycles	Verifiable Outcomes
 4 Articulate IBM Capabilities and Qualify the Opportunity	<ul style="list-style-type: none"> • Bridging • Evaluation Plan • Integrated Solution Concept • Power Sponsor Communication • Preliminary Solution • Refined Value Statement 	Evaluating Options	<i>Qualified</i>	<p>Customer Power Sponsor and IBM agreement to go forward with preliminary solution.</p> <p><i>which can be verified by:</i></p> <ul style="list-style-type: none"> • Documented preliminary solution and value statement • Agreed-to evaluation plan (next steps) or IBM decision to disengage
 5 Develop Solution with the Customer	<ul style="list-style-type: none"> • Value Proposition • Pre-proposal Review • Solution Blueprint 	Selecting the Solution Option	<i>Verbal Agreement</i>	<p>Customer Power Sponsor's conditional approval of proposed solution.</p> <p><i>which can be verified by:</i></p> <ul style="list-style-type: none"> • Mutually agreed-to proposal and price • Agreement to IBM solution, value proposition and time frame • Identified criteria for contract signing • Customer's agreement to track benefits and disclose results to IBM
 6 Close the Sale	<ul style="list-style-type: none"> • Positions versus Interests • Negotiation Template 	Resolving Concerns and Decide	<i>Won</i>	<p>Customer and IBM sign a win/win contract.</p> <p><i>which can be verified by:</i></p> <ul style="list-style-type: none"> • Signed contract, statement of work • Implementation team and dates established
 7 Monitor Implementation and Ensure Expectations Are Met	<ul style="list-style-type: none"> • Measure Benefits 	Implementing the Solution and Evaluating Success		<p>Customer acknowledges the value of the Team IBM solution.</p> <p><i>which can be verified by:</i></p> <ul style="list-style-type: none"> • Customer benefit metrics implemented and results confirmed • Transaction Survey Results (Goal = Very Sat) • Customer-approved reference story • New opportunity created or identified